Daniel Dodman

UX Designer

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UX EXPERIENCE

General Assembly, Boston, MA — *UXDI*

APRIL-JUNE 2016

The User Experience Design Immersive program at General Assembly is a fast paced training course instructed by industry professionals . Over the course of the full-time, ten week program, I have completed five projects, working both individually and on teams, in order to build strong foundational skills in user experience design.

Project Examples:

MBTA Fares Page: Redesigned the MBTA "Fares & Passes" page to make the information more easily accessible to users.
• Conducted stakeholder/user interviews and surveys, interpreted google analytics, and performed heuristic competitor analysis
• Used personas, user journeys, and site maps
• Rapidly prototyped using agile and atomic design methodologies
• Presented research findings and design mock-ups to the MBTA

*uberGreen Tracke*r: Integrated eco-conscious features into the Uber app.
• Conducted user research regarding the behaviors, needs, and pain points of of eco-conscious ride-share users
• Used affinity diagrams, personas, and storyboards to inform my design decisions
• Created and tested a clickable prototype to address my user's concerns
• Made a presentation to illustrate my process/product

EDUCATION

University of Massachusetts, Amherst — *BA in Philosophy*

GRADUATED 2015

SKILLS

User Research
Usability Testing
Design Thinking
Storyboards
Personas
User Journeys
Info. Architecture
Site Maps
User Flows
Wireframing
Mockups
Rapid Prototyping
Visual Design
Atomic Design
Writing/copy
HTML/CSS

TOOLS

Sketch
Invision
Balsamiq
Adobe Suite
Pen/Paper
Keynote
POP